CLAIMS:

1.   A method for providing a recommendation, the method comprising the steps of:

receiving a plurality of programs from a plurality of channels;

extracting key frames and content of said plurality of programs watched by a user to determine preferences of said user;

generating a user profile based on said extracted key frames and content of said plurality of programs; and,

providing a plurality of viewing recommendations based on said user profile.

2.   The method of claim 1, further comprising the step of selecting at least one viewing recommendation by said user.

3.   The method of claim 1, further comprising the step of displaying at least one viewing recommendation.

4.   The method of claim 1, wherein the step of extracting the key frames of a particular program is performed interactively in response to said user's input.

5.   The method of claim 1, further comprising the step of updating the content of said user profile to reflect said user's changing preference.

6.   The method of claim 1, wherein the step of extracting the content of said plurality of programs is performed according to an electronic program guide (EPG) data.

7.   A method for providing a recommendation, the method comprising the steps of:

generating at least one user profile indicating preferences of a user for a particular program based on video image contents and its electronic program guide (EPG) data embedded therein;

comparing said user profile with incoming programs from a plurality of channels to determine a desired program; and,

if there is match, recommending said desired program to said viewer.

8.   The method of claim 7, further comprising the step of selecting at least one desired program for viewing at a particular time.

9.   The method of claim 8, further comprising the step of storing said selected program in a storage medium for a subsequent replay.

10.   The method of claim 8, wherein said step of the selection of said desired program is performed interactively in response to said user's input.

11.   The method of claim 7, further comprising the step of displaying said desired program for viewing.

12.   The method of claim 7, further comprising the step of updating the content of said at least one user profile to reflect said user's changing preference.

13.   A system for providing a recommendation, comprising:

an input device for providing viewing preference of a user; and

a processor for:

       receiving a plurality of programs from a plurality of channels;

       extracting key frames and content of said plurality of programs watched by a user to determine preferences of said user;

       generating a user profile based on said extracted key frames and content of said plurality of programs; and,

       providing a plurality of viewing recommendations based on said user profile.

14.   The system of claim 13, further comprising a memory for storing the preferences of said user.

15.   The system of claim 13, wherein the processor is further operative to update the content of said user profile to reflect said user's changing preference.

16.   A system for providing a recommendation, comprising:

an input device for providing viewing preference of a user; and

a processor for:

generating at least one user profile indicating preferences of a user for a particular program based on video image contents and its electronic program guide (EPG) data embedded therein;

comparing said user profile with incoming programs from a plurality of channels to determine a desired program; and,

if there is match, recommending said desired program to said viewer.

17.   The system of claim 16, further comprising a memory for storing said at least one user profile.

18.   The system of claim 16, further comprising a display for displaying said desired program for viewing.

19.   The system of claim 16, wherein the processor is further operative to update the content of said user profile to reflect said user's changing preference.